



michelle GODFREY

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## qualifications

Well versed in conceptualization, branding, and design theory, proficient in Adobe Illustrator, Photoshop and InDesign, Acrobat, Microsoft Word, and Microsoft Powerpoint. Specializing in retouching photographs with an eye for subtlety and natural beauty. Able to communicate with web developers to create, detailed, organized, and impactful responsive websites with the latest UX options and search engine optimization.

## education

*San Diego State University, May 2011*

Bachelor of Arts in Art with emphasis in Graphic Design

## professional experience

*Freelance* January 2014–Current

Designing branding materials, logos, ebooks, social media designs, posters, flyers, packaging, merchandise, and websites for a wide range industries by contract.

*Lead Designer, LoudNoises LLC* January 2011–January 2014

LoudNoises was a startup company specializing in webdesign, development, and internet marketing. Projects ranged from branding (including logos, ebooks, social media pages and posts, apps, and merchandise) to full scale custom websites. Worked closely with developers, to create responsive, search engine optimized websites for a wide range of industries; mainly tech, health, and art.

*Intern, 619 Design San Diego* Spring 2011

Worked on production and layout of many various projects. Learned to work within previously established brand style guides, to match look and feel per client expectations. Became familiarized with preparing files, revisions, and working with a team.

*Intern, Womyn's Outreach Association SDSU* Spring 2009–Spring 2011

As elected president of this organization, I used my management skills to lead this group of women on a number of different projects. While organizing rallies, events, and meetings, I designed a branding identity, logo, and website for this group to appear as a united front on campus.